MULTIMEDIA UNIVERSITY

STUDENT ID NO

MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 3, 2021/2022

LCT1017 – COMMUNICATION THEORIES

(All sections)

5 OCTOBER 2022
9.00 a.m. – 11.00 a.m.
(2 Hours)

INSTRUCTIONS TO STUDENTS

1. This question paper consists of **ONE** page only.
2. Answer **ALL** questions.
3. Write your answers in the ***Answer Booklet.***

STRUCTURED QUESTIONS [40 MARKS]

Instruction: Answer ***ALL*** questions.

1. a. Define "theory". (1 mark)
   b. Explain the importance of having a theory? (2 marks)

2. Briefly explain the following theories:
   a. Media dependency (2 marks)
   b. Spiral of silence (2 marks)
   c. Social penetration theory (2 marks)

3. Muzafer and Hovland (1961) established three zones of attitudes in social judgment theory. Identify and explain the **THREE (3)** latitudes. (3 marks)

4. Function refers to what communication does. A group has to successfully fulfil ***four*** requisite functions to achieve good decisions. Explain the functions. (4 marks)

5. Berger and Calabrese (1974), explain the connection between their central concept of uncertainty and seven key variables of relationship development with a series of axioms, and deduce a series of theorems accordingly. Within the theory, there are **TWO (2)** types of uncertainty identified. State and explain each one. (6 marks)

6. Explain and provide an example for the following concepts: *accommodation*, *divergence*, *convergence* and *maintenance*. (8 marks)

7. Gerbner (1969) offers two explanations for how cultivation works. One is *mainstreaming*, the other *resonance*. Explain how each works. (4 marks)

8. Walther (1996) suggests that online communication can often create an even more favourable impression than that occurs in face-to face meetings. Explain **THREE (3)** reasons he offers for this effect that he refers to as hyperpersonal communication. (6 marks)

End of Paper